

MKT 220: Advertising and Sales Promotion

This course covers the elements of advertising and sales promotion in the business environment. Topics include advertising and sales promotion appeals, selection of media, use of advertising and sales promotion as a marketing tool, and means of testing effectiveness. Upon completion, students should be able to demonstrate an understanding of the concepts covered through application. As needed.

Credits: 3

Transfer Code: Code C

Lab Hours: 0

Lecture Hours: 3

Program: Marketing